

**MAZDA NORTH AMERICAN OPERATIONS**

7755 Irvine Center Drive Irvine, CA 92618

Tel: (949) 727-1990 Fax: (949) 727-6813

www.mazdaUSAmidia.com



For Immediate Release

Contact: Jacob Brown, Mazda North American Operations, (949) 727-6751  
 Eric Booth, Mazda North American Operations, (949) 727-6144

## Mazda Reports March Sales

*- 2016 Mazda MX-5 Miata Continues Hot Streak with Its Best March Since 2008 -*

IRVINE, Calif. (April 1, 2016) – [Mazda North American Operations](#) (MNAO) today reported March U.S. sales of 23,396 vehicles, representing a decrease of 27.2 percent versus last year. Year-to-date sales through March are down 17.2 percent versus last year, with 64,643 vehicles sold.

### Key March sales notes:

- The World Car of the Year-winning [2016 MX-5](#) continues to sell at a brisk pace with a 104.9-percent YOY increase and the best March for MX-5 since 2008.
- In its seventh full month of sales, Mazda [CX-3](#) enjoyed its second-best sales month ever with 1,748 units sold.
- With class-leading EPA-estimated fuel economy and a starting MSRP of \$31,520, the all-new 2016 CX-9 three-row crossover SUV is set to go on sale early this summer. Inventory for outgoing 2015 CX-9 vehicles is nearly sold out across the U.S.
- Mazda reported [Certified Pre-Owned](#) (CPO) March sales of 3,523 vehicles, down 11 percent YOY.

Mazda Motor de Mexico (MMdM) reported March sales of 4,055 vehicles, down 8.0 percent versus last year. Year-to-date sales for MMdM are up 12.0 percent with 14,044 vehicles sold.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com).

<u>Month-To-Date</u>				<u>Year-To-Date</u>			
<u>March</u> <u>2016</u>	<u>March</u> <u>2015</u>	<u>%</u> <u>Change</u>	<u>% MTD</u> <u>DSR</u>	<u>March</u> <u>2016</u>	<u>March</u> <u>2015</u>	<u>%</u> <u>Change</u>	<u>% YTD</u> <u>DSR</u>

Mazda2	-	36	(100.0)%	(100.0)%	-	228	(100.0)%	(100.0)%
Mazda3	7,307	10,534	(30.6)%	(35.8)%	22,133	27,304	(18.9)%	(18.9)%
Mazda5	75	1,063	(92.9)%	(93.5)%	205	4,003	(94.9)%	(94.9)%
Mazda6	4,094	7,568	(45.9)%	(49.9)%	10,283	16,398	(37.3)%	(37.3)%
MX-5 Miata	1,090	532	104.9%	89.7%	2,409	1,381	74.4%	74.4%
CX-3	1,748	-	N/A	N/A	4,916	-	N/A	N/A
CX-5	8,965	10,899	(17.7)%	(23.8)%	23,607	24,293	(2.8)%	(2.8)%
CX-9	117	1,489	(92.1)%	(92.7)%	1,090	4,435	(75.4)%	(75.4)%

**Total  
Vehicles**

CARS	12,566	19,733	(36.3)%	(41.0)%	35,030	49,314	(29.0)%	(29.0)%
TRUCKS	<u>10,830</u>	<u>12,388</u>	<u>(12.6)%</u>	<u>(19.1)%</u>	<u>29,613</u>	<u>28,728</u>	<u>3.1%</u>	3.1%
<b>TOTAL</b>	<b><u>23,396</u></b>	<b><u>32,121</u></b>	<b><u>(27.2)%</u></b>	<b><u>(32.6)%</u></b>	<b><u>64,643</u></b>	<b><u>78,042</u></b>	<b><u>(17.2)%</u></b>	<b><u>(17.2)%</u></b>

**Selling  
Days**

27

25

75

75

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